

03/28/05

AF *TLW*

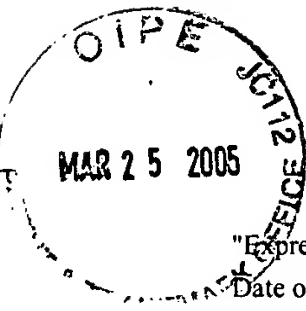
PTO/SB/21 (09-04)

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/944,626
	Filing Date	August 30, 2001
	First Named Inventor	Shah, Safwan
	Art Unit	2162
	Examiner Name	Ly, Anh
Total Number of Pages in This Submission	Attorney Docket Number	020342-000900US

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	Return Postcard
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Certified Copy of Priority Document(s)	Remarks The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430.	
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	Townsend and Townsend and Crew LLP		
Signature	<i>Patrick M. Boucher</i>		
Printed name	Patrick M. Boucher		
Date	March 25, 2005	Reg. No.	44,037

CERTIFICATE OF TRANSMISSION/MAILING			
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Signature	<i>Nina L. McNeill</i>		
Typed or printed name	Nina L. McNeill	Date	March 25, 2005



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AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE –
EXAMINING GROUP 2163

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By: *Kira L McNeill*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Safwan Shah et al.

Application No.: 09/944,626

Filed: August 30, 2001

For: ACTIVE PROFILING SYSTEM
FOR TRACKING AND QUANTIFYING
CUSTOMER CONVERSION
EFFICIENCY

Customer No.: 20350

Confirmation No. 9256

Examiner: Ly, Anh

Technology Center/Art Unit: 2162

AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE EXAMINING
GROUP 2162

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Sir:

In response to the Final Office Action mailed January 25, 2005 on the above-
referenced application, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the Listing of Claims that begins on page 2 of this
paper.

Remarks begin on page 10 of this paper.